

# Press Release

13<sup>th</sup> May 2016

## **PHD and CrossCountry launch brand new editorial partnership and content hub with The Telegraph**

Today, CrossCountry launches an editorial partnership and content hub with The Telegraph. The campaign signals a new focus on a senior audience for CrossCountry as it looks to create added value and inspiration for their customers looking to get more out of their journey

The partnership will include a tailor made hub on The Telegraph website which will feature informative articles and unique ideas of things to do on the CrossCountry network.

It will also include links to the CrossCountry Best Fare Finder and an interactive map which will be contextually relevant to the locations and activities covered in the print and online.

The content will also feature special articles with famous faces including Gyles Brandreth, who will be writing about the unique experiences and activities that can be found on the CrossCountry network.

The content campaign was developed by Omnicom Media Group's PHD in Manchester in conjunction with CrossCountry and The Telegraph.

Clare Shufflebotham, Head of Marketing, CrossCountry said: "We're really excited about this partnership, this is a first for CrossCountry. The Telegraph really get our target audience and we're looking forward to making a connection with new customers."

Dani Briers, Managing Director, PHD in Manchester, said: "When we got the brief from CrossCountry, we realised they would need to do something different. This kind of partnership is a first for them, but The Telegraph has been fantastic at building on our idea and creating a really engaging campaign."

**-ENDS-**

For more information, please contact:  
David Gordon, Senior Marketing Executive  
[David.Gordon@phdmedia.com](mailto:David.Gordon@phdmedia.com)  
Tel: 0207 7446 7198

### **Notes to editors**

#### **About CrossCountry**

The CrossCountry network is the most extensive passenger rail franchise in Britain. Stretching from Aberdeen to Penzance, Bournemouth to Manchester and from Stansted to Cardiff, it calls at over 100



stations. Based in Birmingham, CrossCountry connects seven of the Britain's 10 largest cities and delivers 295 services every weekday, equating to some 33 million passenger journeys a year.

For further information on CrossCountry services visit [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) or follow them online via Twitter at @crosscountryuk, Facebook.com/crosscountrytrains and their student Facebook page, Facebook.com/studentraildeals.

#### CrossCountry bookings

Passengers can buy tickets for any rail journey in Britain, with any train company and with no booking fee at [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) or via the free CrossCountry Train Tickets app.

Download the app by visiting your app store or by texting TRAVEL to 87080.

#### **About PHD UK**

In the UK, PHD comprises offices in London and Manchester. PHD UK has been named as the UK's Media Agency of the Year six times in the past four years. Major clients in Manchester include AG Barr, Manchester City Football Club, Crown Paints and New Balance.

PHD was the most successful media network at the 2014 Cannes Lions International Festival of Creativity, winning more Gold Lions than any other agency. A total of four Gold and one Bronze were awarded, with a further 38 awards as the credited media agency, bringing PHD's tally of awards to 43.

The PHD network is part of the Omnicom Media Group ([www.omnicommediagroup.com](http://www.omnicommediagroup.com)), a division of Omnicom Group Inc. (NYSE: OMC)